TAG TrustNet
responsible programmatic advertising

 tag TrustNet

TAG TrustNet LLD Register

Q3 2024

The TAG TrustNet Log-Level Data (LLD) Register provides information on the access and availability of LLD feeds to advertisers provided by the main intermediaries part of the programmatic advertising supply chain. The LLD Register is updated and published quarterly as a resource for general information.

Company		CFT / TTN	Log-Level Data Supported	Required Data Fields
DSP				
AdForm	adform	CFT / TTN	🟢	🟢
AdLook	Adlook	CFT / TTN	🟢	🟢
Adobe	Adobe Advertising Cloud	TTN	🟢	🟢
AdTheorent	ADTHEORENT		🟢	TBC
Amazon Advertising	amazon advertising		🔴	🔴
Beeswax	BEESWAX		🟢	🟢
DeepIntent	deepintent+		TBC	TBC
Google DV360	Google Display & Video 360	TTN	🟢	🟡
Microsoft Invest	Microsoft Advertising	TTN	🟢	🟢
Nexxen	nexxen		🟢	🟢
Octillion/Premion	Octillion	CFT / TTN	🟢	🟢
The Trade Desk	theTradeDesk	TTN	🟢	🟢
Viant	VIANT.	TTN	🟢	🟢
Yahoo	yahoo!	TTN	🟢	🟢
Ad Verification				
DoubleVerify	DV	CFT / TTN	🟢	🟢
Integral Ad Science	IAS	CFT / TTN	🟢	🟢
SSP				
Amazon Pub Services	amazon publisher services		🔴	TBC
Criteo	CRITEO	CFT / TTN	🟢	🟢
DailyMotion	dailymotion	TTN	🟢	🟡
Digital Turbine	Digital Turbine		🟢	🟡
Equativ	EQUATIV	TTN	🟢	🟢
Frameplay	FRAMEPLAY	CFT / TTN	🟢	🟢
Freewheel	FreeWheel		🟢	TBC
Google Ad Manager	Google Ad Manager	TTN	🔴	🔴
GumGum	gumgum		🟢	TBC
Index Exchange	Index Exchange	TTN	🟢	🟢
Inmobi	INMOBI	TTN	🟢	🟡
Kargo	KARGO		🟢	🟡
Magnite DV+	Magnite	TTN	🟢	🟢
Magnite Streaming	Magnite	TTN	🟢	🟢
Media.net	media.net	CFT / TTN	🟢	🟡
Microsoft Monetize	Microsoft Advertising	CFT / TTN	🟢	🟢
Nexxen	nexxen	TTN	🟢	🟢
OpenX	OpenX	CFT / TTN	🟢	🟢
PubMatic	PubMatic		🟢	🟢
Sovrn	SOVRN		TBC	TBC
Spectrum Reach	Spectrum REACH	CFT / TTN	🟢	🟢
Stroer	STRÖER	TTN	🟢	🟡
TripleLift	triplelift	TTN	🟢	🟢
TrustX	TRUSTX	TTN	🟢	🟢
Yield Lab	YIELDLAB	TTN	🔴	TBC
Walled Gardens / Social Media				
Google (owned)	Google YouTube		🔴	🔴
LinkedIn	LinkedIn / Microsoft Advertising		TBC	TBC
Meta	Meta		TBC	TBC
Pinterest	Pinterest		TBC	TBC
SnapChat	Snap Inc.		TBC	TBC
TikTok	TikTok		TBC	TBC
Twitter	X		TBC	TBC
Walmart	Walmart		TBC	TBC
Agencies				
Horizon	horizon media	CFT	NA	NA
OMG	OMG Omnicom MediaGroup	CFT	NA	NA

Definitions

 CFT - TAG Certified for Transparency

 TTN - TAG TrustNet Data Connector

Rating	Log-level Data Supported	Required Data Fields
🟢	Yes	Available
🟡	In Development	Partially Available
🔴	No	Not Available

Log-Level Data Supported - Does the supplier provide access to an always-on impression LLD feeds to all advertisers and their agencies, as specified in the TAG Certified for Transparency Guidelines

Required Data Fields - Does the impression LLD feed provided by the supplier include the data fields and the related data specified in the TAG TrustNet Requirements

Transparency Requirements

TAG TrustNet (www.tagtrust.net) was launched jointly by TAG (www.tagtoday.net) and Fiducia (www.fiducia.eco), provider of the LLD management platform, as the major industry initiative to create a single transparent, fair and responsible programmatic marketplace based on data symmetry.

Data symmetry can become a reality if suppliers comply with some minimum requirements:

- **Verification & Identification** - All participants need to be verified as legitimate legal entities and to be always identifiable over an ID provided by a recognized industry trade association;
- **Data Access** - All suppliers need to make a contractual commitment to provide ongoing access to impression LLD to any advertiser or publisher asking for it;

- **Data Fields** - The LLD provided by the supplier needs to comply with specified data fields including quantitative, qualitative, and financial information;
- **Matching IDs** - The impression LLD needs to include an ID (as defined by oRTB standards) to deterministically match impression LLD across suppliers;
- **Data Matching** - All parties involved in a transaction need to use an independent platform recognized by industry trade associations. This platform needs to act as a utility connecting, harmonizing and reconciling impression LLD across the parties to come up with a unified record for every single impression, recognized by all parties as "shared truth". Authorized parties need to have the option to export and share the reconciled data over the platform for their internal use and with their authorized business partners.